MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMK 2024 – CONSUMER BEHAVIOR

(All section / Groups)

1 JUNE 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (*excluding* the cover page) with 5 Questions only.

2. Attempt **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION ONE

"One of the most effective ways to persuade a prospective client to purchase the product or service is to appeal directly to one or more of his or her basic needs. Therefore, the ability to effectively appeal to one of these motivational drivers assigned in the Maslow's hierarchy of needs is a key determinant of potential success in marketing".

Discuss the above statement with appropriate examples using the approach of Maslow's hierarchy of needs. (20 marks)

QUESTION TWO

The results of consumer belief towards a brand of soft drink based on Fishbein's Ideal-point Multiattribute Model are presented as below:

Attribute	Attribute importance	Ideal point	Brand belief
Taste Sweet (1)- bitter (7)	6	2	2
Carbonation High (1)- low (7)	3	3	2
Calories High (1)- low (7)	4	5	4
Fruit juices High (1)- low (7)	4	1	2
Price High (1)- low (7)	5	5	4

Ratings of attribute importance

Not at all important _ : _ : _ : _ : _ : _ : _ *extremely important*

0 1 2 3 4 5 6

(a) Calculate the overall attitude score. (3 marks)

(b) Discuss the benefits of using the model. (8 marks)

(c) Discuss all possible changes that would enhance brand attitude. (9 marks)

(TOTAL: 20 marks)

Continued...

QUESTION THREE

There are three different types of reference group appeals: celebrity, expert, and common man. Discuss each of these reference group appeals and describe the effectiveness of these appeals in advertising the company products or services with appropriate examples. (20 marks)

QUESTION FOUR

Discuss how businesses shape consumers' opinion towards a product or service using the following strategies:

(a) Informational versus emotional advertising appeals (4 marks)
(b) Gain-frame versus and loss-frame messages (4 marks)
(c) Pennies-a-day strategy (4 marks)
(d) Perceived scarcity (4 marks)
(e) Purchase restriction (4 marks)

Total: (20 marks)

QUESTION FIVE

(a) Both decay theory and interference theory are involved in psychological theories of forgetting. Discuss how these two theories suggest why the individual consumers forget certain products or services advertised in the market. (10 marks)

(b) Discuss how to use the "easy-to-remember stimuli" and "closure" approaches in helping consumers to remember; assuming that you are developing an advertising program for a fast-food restaurant. (10 marks)

End of page.